

What is claimed is:

1. A search system comprising:

a plural number of transmitting apparatuses, each having a transmitting means for transmitting a unique information through a channel for exclusive use thereof;

a receiving apparatus, having a receiving means for receiving the unique information transmitted through a predetermined channel and a search request means for requesting a search on the unique information which is transmitted through a channel other than that predetermined channel; and

a search apparatus, having a receiving means for receiving the unique information transmitted through the respective channels for exclusive use thereof, a storage means for storing the unique information received by said receiving means, a search means for searching the unique information stored in said storage means upon the search request from the search request means of said receiving apparatus, and a transmitting means for transmitting a content which is searched by said search means to said receiving apparatus.

2. A search system, as defined in the claim 1, wherein said receiving apparatus displays a search screen information which is transmitted by said transmitting means, so that the search request can be made by operating the search screen displayed.

3. A search system, as defined in the claim 1, wherein said receiving apparatus has a safekeeping means for safekeeping a history of information which is received, and a transferring means for transferring the histories which are kept in said safekeeping means.

4. A search system, as defined in the claim 1, wherein said unique information includes a guide information on programs, and information about contents of the programs.

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5. A search system, as defined in the claim 1, wherein said search apparatus has a charge determining means for determining charge information to be paid depending upon a content which is searched by said search means or an amount thereof.

5 6. A search system, as defined in the claim 1, wherein said search apparatus has a viewer trend information forming means for forming a viewer trend information, upon basis of the search requests which are requested from said search request means or the histories which are transferred from said transferring means.

10 7. A receiving apparatus for receiving transmissions from a plural number of transmitting apparatuses, each having a transmitting means for transmitting a unique information through a channel for exclusive use thereof, comprising:

15 a receiving means for receiving the unique information which is transmitted through a predetermined channel; and

20 a search request means for making a search request for the unique information which is transmitted through a channel other than the predetermined one.

25 8. A receiving apparatus, as defined in the claim 7, further comprising:

a display means for displaying a search screen information which is transmitted by said transmitting means, so that the search request can be made by operating the search screen displayed.

9. A receiving apparatus, as defined in the claim 7, further comprising:

a safekeeping means for safekeeping a history of information which is received; and

a transferring means for transferring the histories which are kept in said safekeeping means.

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10. A receiving apparatus, as defined in the claim 7, wherein said unique information includes a guide information on programs, and information about contents of the programs.

5 11. A search apparatus, for receiving transmissions from a plural number of transmitting apparatuses, each having a transmitting means for transmitting a unique information through a channel for exclusive use thereof, and for accepting a search request from a receiving apparatus having a receiving means for receiving the unique information which is transmitted through a
10 predetermined channel and a search request means for making a search request for the unique information which are transmitted through channels other than the predetermined one, comprising:

a receiving means for receiving the unique information which are transmitted through channels for exclusive use thereof;

a storage means for storing the unique information which are received by said receiving means;

a search means for searching the unique information which are stored in said storage means upon a search request from the search request means of said receiving apparatus; and

20 a transmitting means for transmitting a content which is searched by said search means to said receiving apparatus.

12. A search apparatus, as defined in the claim 11, wherein said unique information includes a guide information on programs, and information about contents of the programs.

25 13. A search apparatus, as defined in the claim 11, further comprising:

a charge determining means for determining charge information to be paid depending upon a content which is searched by said search means or an amount thereof.

30 14. A search apparatus, as defined in the claim 11, further

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comprising:

a viewer trend information forming means for forming a viewer trend information, upon basis of the search requests which are requested from said search request means or the histories which are transferred from said transferring means.

15. A search method, comprising the following steps:

an accepting/starting step for starting a service to a specific user, upon receipt of information relating to the specific user;

a searching step for searching information which are transmitted from a broadcasting station, upon the search request from said specific user; and

a transmitting step for transmitting a content which is searched in said searching step to said specific user.

16. A search method, as defined in the claim 15, wherein the information transmitted from said broadcasting station include a guide information on programs, and information about contents of the programs.

17. A search method, as defined in the claim 15, wherein said information relating to the user include at least either one of an address, a name, an age, an occupation, a telephone number, a mail address, a card number, an account number of bank, a test information, an approval of start of service, and a consent of supplying a history of audience.

18. A search method, as defined in the claim 15, further comprising:

a charge determining step for determining charge information to be paid depending upon a content which is searched in said search step or an amount thereof.

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